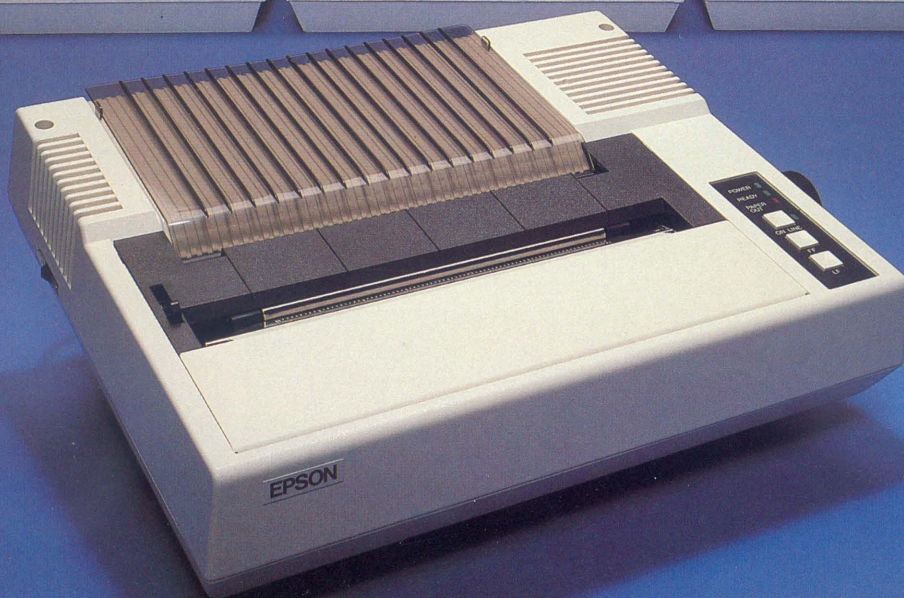
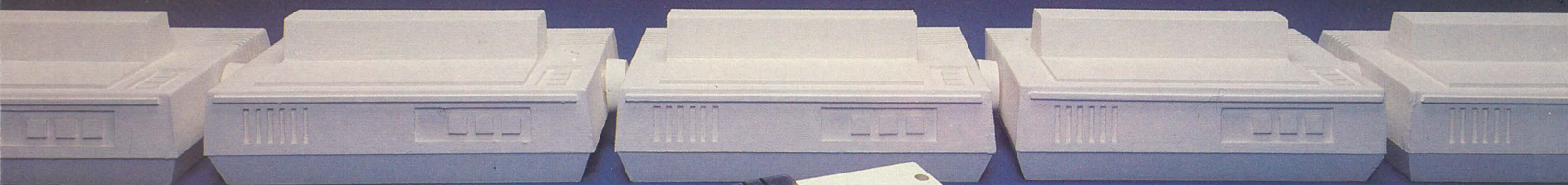


**Only an Epson  
is an Epson.**



**EPSON**



# Number 1. And built like it.

If you're in the market for a dot matrix printer for your personal computer, a word of caution: not all printers are built like Epson printers.

## **What it means to you.**

It means not all of them have tack-sharp, correspondence quality printing in scores of different typestyles. Not all of them have Epson features like a Quiet Mode to keep the noise down, or our famous disposable print head. Not all of them have the vast Epson network of service centers all across the country. And *none* of them can come close to Epson's unsurpassed reputation for reliability.

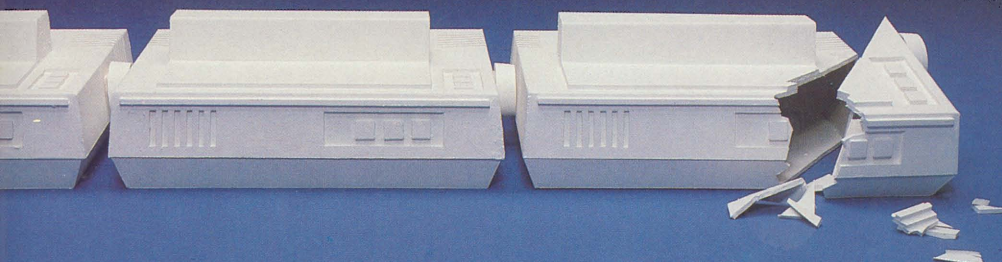
## **A few modest facts.**

Before you lay your money down, let us mention a few facts.

First, Epson is the original. We developed the technology that led to today's dot matrix printers almost twenty years ago for the 1964 Tokyo Olympics.

Second, Epson is the world's favorite. We've sold more printers and print mechanisms on the planet Earth than the rest of the world's manufacturers combined.

Third, our reliability rate is second to none. It's on the high side of 98%. And climbing.



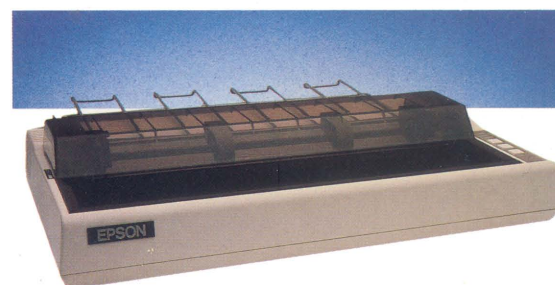
Fourth, fifth and sixth are unparalleled features, unsurpassed graphics, and unequalled precision.

And seventh is value. With all due respect to our worthy competitors, there is no better printer for the money than an Epson.

## **It's your money.**

And you can spend it however you like. But we think that if you spend a few moments looking over Epson printers, you'll come to understand why they've been embraced by more businesses and computer enthusiasts all over the world than any other brand.

That's why we say Epson printers are number one. And built like it.





## RX-80

### Frills on a no-frills budget.

You want an inexpensive printer with a lot going for it? You want the RX-80. The RX-80 gives you a lot of the features you only find on much more expensive printers. Things like 128 different user-selectable typestyles; six dot graphics modes; programmable forms control, and a special half-speed Quiet Mode to keep the noise down.

And all that is in addition to the things you find standard on all Epson printers. Like incredible print quality — you have to look twice to make sure it's dot matrix. And bidirectional printing with logic seeking of the shortest line. And our famous disposable print head.

The RX-80 only goes to prove that you don't have to spend a fortune to own a real Epson.

## RX-80 F/T

### Affordable paper handling.

If you like the option of being able to use either standard fanfold paper, roll paper, or single sheets, you need the RX-80 F/T. The F/T stands for "friction/tractor paper feed" and on the RX-80 F/T, you get both. But that's not all.

The RX-80 F/T has all the features you get on the RX-80. Like plenty of speed to get the job done: 100 CPS. And graph-

ics. Both the RX-80 and RX-80 F/T have six, user-selectable graphic modes, with six different densities, that can even be mixed on the same line.

And like all Epson printers, the RX-80 F/T is plug compatible with virtually every microcomputer on the market today. Which means that no matter which one you own, you can link it to the world's best-selling line of personal printers.

## MX-100

### Practical wide body.

Not everybody needs a printer 136 columns wide, but if you've ever tried to do a spread sheet or a general ledger on a standard printer, you'll understand why we created the MX-100. But that's not all the MX-100 has going for it.

On the MX-100, you get both friction paper feed and a

removable tractor bar for pin-fed paper — so you can print on forms from four to fifteen-and-a-half inches wide. The speed is a steady 100 CPS. And on the MX-100, you get famous Epson graphics, which allow you to precisely place a dot at any of 25,920 positions inside a square inch — so you get blacker blacks and better definition all the way around.

## FX-80

### World class printer.

The FX-80 is one of the most advanced personal printers you can buy. It has an integral RAM that will actually allow you to create your own set of up to 256 characters or symbols, and then add them to the FX-80's already vast array of 128 different typestyles. And if you don't need to create your own alphabet, the RAM works as a 2K input buffer to keep your

computer computing while your printer prints.

The FX-80 gives you a crystal-clear 9x9 matrix, and a blistering speed of 160 characters per second. It lets you use pin feed, roll or single sheet paper, and gives you some of the highest resolution graphics on the market today. No wonder it's a world class printer. It's from Epson.

## FX-100

### The business printer.

This printer is all business. Because it's 136 columns wide with a speed of 160 CPS, you can breeze through spread sheets and ledgers. And like the FX-80, the FX-100 has all the graphic capability you could ever want from a printer. Seven different bit-image modes, including a 1:1 plotter and an astonishing 240 dots-per-inch (DPI) Quadruple Density mode.

What's more, the FX-100 has features to simplify working with pre-printed forms, including line feed programmable to 1/216th of an inch, horizontal and vertical tabs, and more.

There are no other printers like the FX-100. Because only an Epson is an Epson.





### Pick a printer, any printer.

This chart is designed to help you pick the Epson printer that will do the job for you. Just check the features that you want, and be secure in the knowledge that no matter which one you choose, you'll be getting the precision, the quality, the reliability that is only found in the world's number one line of printers. Rest assured that they're all backed by Epson service, and that you can plug an Epson printer into virtually any micro-computer and be printing today. And know for a fact that you've selected the printer chosen by more computer enthusiasts than any other.

Feature	RX-80	RX-80 F/T	MX-100	FX-80	FX-100
<b>Speed:</b>					
100 CPS	Yes	Yes	Yes		
160 CPS				Yes	Yes
<b>9 x 9 Matrix</b>	Yes	Yes	Yes	Yes	Yes
<b>Bidirectional</b>	Yes	Yes	Yes	Yes	Yes
<b>Logic Seeking</b>	Yes	Yes	Yes	Yes	Yes
<b>Disposable Print Head</b>	Yes	Yes	Yes	Yes	Yes
<b>Integral 2K RAM Buffer</b>				Yes	Yes
<b>Quiet Mode</b>	Yes	Yes		Yes	Yes
<b>Paper Handling:</b>					
Tractor Only	Yes				
Friction/Tractor		Yes	Yes	Yes	Yes
<b>Reverse Paper Feed</b>				Yes	
<b>Programmable:</b>					
Line Spacing	Yes	Yes	Yes	Yes	Yes
Page Length	Yes	Yes	Yes	Yes	Yes
Column Width	Yes	Yes	Yes	Yes	Yes
Skip Over Perf	Yes	Yes	Yes	Yes	Yes
<b>Character Fonts:</b>					
96 Standard ASCII	Yes	Yes	Yes	Yes	Yes
256 User-creatable characters or symbols				Yes	Yes
128 User-selectable typestyles, (MX-100 has 66) including:					
Elite	Yes	Yes		Yes	Yes
Pica	Yes	Yes	Yes	Yes	Yes
Condensed	Yes	Yes	Yes	Yes	Yes
Expanded	Yes	Yes	Yes	Yes	Yes
Doublestrike	Yes	Yes	Yes	Yes	Yes
Emphasized	Yes	Yes	Yes	Yes	Yes
Underline	Yes	Yes	Yes	Yes	Yes
Sub/Superscript	Yes	Yes	Yes	Yes	Yes
Italic	Yes	Yes	Yes	Yes	Yes
Proportional				Yes	Yes
International Character Sets	Yes	Yes		Yes	Yes
<b>Graphic Modes:</b>					
60 DPI	Yes	Yes	Yes	Yes	Yes
72 DPI				Yes	Yes
80 DPI	Yes	Yes		Yes	Yes
90 DPI	Yes	Yes		Yes	Yes
120 DPI	Yes	Yes	Yes	Yes	Yes
240 DPI	Yes	Yes		Yes	Yes
<b>Interfaces:</b>					
Parallel (Std.)	Yes	Yes	Yes	Yes	Yes
RS-232C, IEEE488 (optional)	Yes	Yes	Yes	Yes	Yes
<b>Print Head Reliability:</b>					
100 Million Characters	Yes	Yes	Yes	Yes	Yes
<b>MCBF (Mean Cycles Between Failures):</b>					
5 Million Lines	Yes	Yes	Yes	Yes	Yes
<b>Ribbon Life:</b>					
3 Million Characters	Yes	Yes	Yes	Yes	Yes
<b>90 Day Warranty</b>	Yes	Yes	Yes	Yes	Yes
<b>Extended Warranty Available</b>	Yes	Yes	Yes	Yes	Yes

**Number 1.**  
**And built like it.**

**EPSON**  
EPSON AMERICA, INC.

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